| Sl.No. | Name of the Company | Name of the channel |
|---|---|---|
| | | 38. Alpha Gujarati |
| | | 39. -do- Marathi |
| | | 40. -do- Bengali |
| | | 41. Cartoon Network |
| | | 42. Zee NGM |
| | | 43. Zee English |
| | | 44. CNBC |
| | | 45. CNN |
| | | 46. Trendz |
| | | 47. Reality |
| 15. | Ten Sports | 48. Ten Sports |
| 16. | Hallmark Channel | 49. Hallmark Channel |

**Guidelines for DTH licence**

90. SHRIMATI VANGA GEETHA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the guidelines for granting the Direct-To-Home licence to the Electronic Media TV;

(b) whether the guidelines have been followed in all the cases before granting letter of intent during the last one year; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) Detailed guidelines for starting DTH service were issued in March, 2001. The guidelines, *inter alia*, provide that:—

- The licensee company shall be an Indian company, registered under the Indian Companies Act, 1956;
- Licensee shall adhere to programme and advertisement codes

laid down by Ministry of Information and Broadcasting from time to time;

- All foreign personnel likely to be deployed by way of appointment, contract, consultancy etc. by the licensee for installation, maintenance and operation of the licencee's service shall be required to obtain security clearance from the Government of India prior to their deployment;
- All content provided by the DTH platform to the subscribers, irrespective of its source, shall pass through the encryption and conditional access system, located within the earth station situated on Indian soil;
- The licensee shall ensure that its facilities are not used for transmission of any objectionable or obscene content, messages or communication inconsistent with the laws of India;
- The licensee shall provide the necessary facility for continuous monitoring of the DTH broadcasting service at its own cost and maintain the recordings of programmes and advertisements carried on the platform for a period of ninety days from the date of broadcast and produce the same to the licensor or its authorized representative, as and when required;
- The licensee will, if required by the licensor or its authorized representative, provide necessary facilities for continuous monitoring for any particular aspect of the licensee's activities and operations;
- the applicant is required to fulfil the eligibility criteria laid down in the DTH guidelines and is also subject to security and technical clearances from the concerned departments.

The guidelines are available on this Ministry's website: mib.nic.in.

(b) No 'letter of intent' has been issued so far to any of the applicant companies. Guidelines are strictly followed while processing the applications for DTH licence.

(c) Does not arise.